To: Oconnor, Lori
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Subject: Territory Rep. Issues

What's Working

1) Penetration of business building lower volume accounts.

2) Increased DTS presence.

3) Focused approach - limited priorities.

4) Car stock / prebooking approach - Fill immediate needs with car stock and prebook longer term needs. 2 opportunities to sell calls with limited cash flow.

5) NSS Bins - Giving us a great front counter shot in calls that would never dream of self service displays.

6) Sales - cartons sold per call is averaging above expectations.

What's Not Working (as well as expected at this point)

1) Retail Penetration / Call Count - need to get TR's in place and up to speed (we're getting there)
- Bill Throughs take time to redeem. (car stock is necessary to implement this plan to the fullest)

2) Vehicles - TR's should drive vans in NJ. The space is necessary to limit trips to warehouse.

3) Overcalling on better stores therefore hurting overall marketplace penetration. (This has been addressed)

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Source: https://www.industrydocuments.ucsf.edu/docs/pxjy0000